



PEPSICO



LIVE FOR NOW

SHOULD NOT MEAN DESTROYING TOMORROW

PepsiCo is the largest globally distributed snack food company in the world - the company uses enough palm oil every single year to fill Pepsi cans that would stretch around the earth 4 times - but it has fallen out of step with its peers and still has no truly responsible palm oil purchasing policy.

This has to change and, with your help, it will.

Instead of cutting Conflict Palm Oil from its products, PepsiCo continues to spend millions in advertising to push its darkly ironic #LiveForNow campaign. PepsiCo is essentially telling people not to worry about climate change, the fate of the last wild orangutans and children that are forced to work in slave-like conditions on oil palm plantations and just #LiveForNow!

It's our job to tell PepsiCo that #LiveForNow should mean protecting the forests and the people and animals who depend on them for future generations. So, this summer we're turning up the heat.

This toolkit outlines everything you need to know to take part.

#LIVEFORNOW



STEPS TO CRASHING PEPSICO'S #LIVEFORNOW CONCERTS, EVENTS AND CAMPAIGN:

→ SUMMER 2014

1

Sign up at http://www.ran.org/turn_up_the_heat_on_pepsi to let us know you're in.

Whether you only want to join a social media training with one of our digital team experts or also take the simple action of sending us a photo of you and your friends holding a placard up outside a Pepsi event or grocery store sign near you, sign up so we can give you a call right away. We'll support you every step of the way.

2

Pick a PepsiCo event to crash.

Check out [this link](#) to find examples of venues and events that PepsiCo is sponsoring or do a quick google search to see what else is happening near you. There are Pepsi-sponsored events and venues all over the place, for example, the Pepsi Outdoor Concert Series in Spokane, the Pepsi Tour golf tournament in Arizona and California, the Pepsi Center in Denver, and many more. If there isn't a Pepsi-sponsored event or venue near you, no prob. You can do your action practically anywhere with a Pepsi logo: a Pepsi vending machine, billboard, bottling facility, or grocery store shelf stocked with PepsiCo products, such as Lay's Chips or Quaker chewy granola bars, that has Pepsi signage close to home.

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Get Ready

A: Print out a placard to hold in your photo. There are two options for your message -- either download the “#LiveForNow shouldn’t mean destroying tomorrow” placard or you can download the “LiveForNow shouldn’t mean...” placard and fill in your own message. Examples:

- * *“#LiveForNow shouldn’t mean enslaving children.”*
- * *“#LiveForNow shouldn’t mean destroying the climate”*
- * *“#LiveForNow shouldn’t mean orangutan extinction”*

There are two sizes of placards -- one you can print at home, or a big one if you are happy to print it out at a copy shop with bigger printers. Click [here for 8.5” x 11”](#) or [here for 18” x 24”](#)

B: Choose an event or venue and a specific date and time; consider inviting your friends!

C: Keep an eye on your inbox. One of the best ways to get our message to PepsiCo and all of its customers is by using social media strategically to jam PepsiCo’s marketing. Our expert digital team will be holding trainings to teach you the skills to use Twitter and Facebook for online campaigning, and you’re invited. We’ll let you know when there are new photos to promote as well as when new training opportunities arise. If you wish to only take action on PepsiCo online, this step is especially for you.

4

Crash Pepsi’s event.

Show up outside of the PepsiCo sponsored event or venue and get a photo of your crew holding the placard, with the PepsiCo signage visible in the background. Check to make sure that your RAN placard is easily legible in the photo.

5

Share the image of you crashing Pepsi’s events with the world.

The most important step is being seen and heard by [@Pepsico](#). Twitter is one of the best ways to have that public conversation with brands. Follow these simple steps.

Tweet your picture to [@Pepsico](#) and be sure to use hashtag #LiveForNow. Include a message like *“Hey @Pepsico #LiveForNow shouldn’t mean destroying tomorrow.”*

After you’ve tweeted it feel free to share it to other social media you love like Facebook, Pinterest, Tumblr, etc. Bonus: Send us the link to where you posted your photo at palmoilaction@ran.org with the subject line *“Pepsi Photo Action”* and we’ll share it on our [@RAN Twitter feed](#). If you’re new to Twitter that’s OK too. We’ll have trainings all summer so you can be a better activist using Twitter. [Sign up here for training invites](#).



DESTROYING



TOMORROW

Together, we'll make sure that PepsiCo publicly hears how upset you (and its potential customers) are unless the company stops purchasing Conflict Palm Oil that threatens our future. If we have a presence at enough Pepsi sponsored events and facilities this summer and translate that pressure into regular social media storms, it could be enough to convince Pepsi to fix the gaps in their recently released Palm Oil Commitment.

With your help we'll convince this global snack food giant to go further to guarantee that its products - like Quaker Oats and Frito Lay Chips - will be free of Conflict Palm Oil for good.

Thanks for taking action & good luck!

-Ashley & the RAN National Organizing Team

PalmOilAction@ran.org



* → http://www.ran.org/turn_up_the_heat_on_pepsi

PHOTOS: PAUL HILTON / SHUTTERSTOCK / RAN PALM OIL ACTION TEAM

MAY 20TH GLOBAL DAY OF ACTION TO CUT CONFLICT PALM OIL

